

# Ana Lucia Bustamante

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## EDUCATION:

Loyola University Chicago

Public Relations & Advertising Major

August 2013– December 2016

- **GPA:** 3.89 GPA in School of Communications
- **Activities:** Deans List, School of Communication's Honor Society Lambda Pi Eta
- **Study Abroad:** Loyola University of Chicago Rome Center, Spring 2015
  - International Leadership Certificate recipient

## EXPERIENCE:

Frozen Feet Films

Public Relations Intern

April 2016–Current

- Draft pitch letters, media lists, and info-graphics
- Pitch media outlets and key influencers for coverage
- Community outreach
- Event planning for Frozen Feet Films' movie screenings
- Create sponsor and donor request forms
- Solicit donations and sponsors

Chicago Children's Museum

Special Events/Development Intern

September 2015–December 2015

- Assisted in the planning of the museum's 2015 Gala, resulting in over 500 guests and \$800,000
  - Tasks included: Co-managing the silent auction. Researching and soliciting items for the silent auction. Writing creative descriptions and design displays. Maintaining Excel files and records of auction items solicited and received. Writing tax deduction letters for contributors.

Loyola University Chicago Rome Center Library

Student Research Assistant

January 2015–May 2015

- Helped students locate resources and organized books

## RELEVANT EXPERIENCE:

Before I Sleep Travel Blog

December 2015–Current

- [www.bistravel.net](http://www.bistravel.net) | Instagram: @bistravel
- Created a travel blog and Instagram account to document travel experiences and give tips for future travelers
- Gained over 700 followers within two months of launching

Campus 1871

Participant

April 8–10, 2016

- Selected to represent Loyola University Chicago in participation of a startup boot camp event
- Created a viable business model and design for a potential startup company
- Learned the fundamentals of design, business models, and startup pitch techniques

Legacy Leaders International Public Relations Plan

September 2015–December 2015

- Designed new brochures, fact sheets, event invitations, and info-graphics
- Created media lists, media alerts, and press releases
- Wrote two professionally recorded Public Service Announcements
- Established positive relations with the media which led to professionals volunteering to do pro-bono work for the organization's event
- Secured food donations for 350 guests

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